

# **DISTRACTED DRIVING AWARENESS CAMPAIGN**

## 2017 Campaign Summary Report



### **FLORIDA DEPARTMENT OF TRANSPORTATION**

District Six  
1000 NW 111 Avenue  
Miami, Florida 33172

JANUARY 2018

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## ANNUAL SUMMARY REPORT

This summary report is an outline of the “Put it Down” Distracted Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT) District Six throughout the months of July to November 2017. This public outreach effort was led by the District Six Community Traffic Safety Program Coordinator as part of the FDOT Traffic Operations division. In line with FDOT’s mission, which states that the Department is committed to “providing a safe transportation system that ensures the mobility of people and goods and preserves the quality of our environment and communities,” the campaign was designed to create awareness of the dangers of distracted driving in order to keep the roadways safer.

### 1.0 CAMPAIGN DESCRIPTION

The mission of the National Highway Traffic Safety Administration (NHTSA) is to save lives, prevent injuries, and reduce economic costs due to road traffic crashes. NHTSA, through the United States Department of Transportation (USDOT), has developed a safety campaign regarding driver distraction, a significant problem that is growing rapidly as the use of handheld communication devices and other technologies continue to advance and become interwoven in the day-to-day lives of drivers. The long-term priority of the campaign is to eliminate crashes that are attributable to distracted driving. In order to communicate this priority effectively, FDOT has developed a number of programs and projects, including the “Put it Down” campaign which focuses on helping drivers:

- To understand the problem of distracted driving
- To recognize the risks and consequences associated with distracted driving
- To implement specific steps to help eliminate distracted driving within their families, schools, businesses or organizations
- To keep themselves, other drivers, passengers and pedestrians safe on our roadways
- To understand the distracted driving law in Florida

The key strategy of this year’s campaign was to increase the amount of partners and build partnerships within the community that would maximize their communications resources and help spread the safety message. Because the risks associated with distracted driving are applicable to all drivers, this year’s campaign not only targeted younger drivers between the ages of 16 and 24, but all drivers in Miami-Dade and Monroe counties. As a result, the team sought out partnerships with local municipalities, organizations and academic institutions in order to reach the target audience effectively through outreach events and the distribution of multilingual collateral materials including a campaign poster, interactive email blasts, web/TV banners and social media messaging.

### 1.1 CAMPAIGN LIMITS

Each FDOT District was tasked with implementing a public outreach campaign and each campaign varied in scope, based on available resources and personnel. This campaign’s limits were within the boundaries of FDOT District Six, which includes both Miami-Dade and Monroe counties.

The branded elements implemented as part of the District Six campaign were developed exclusively by the District’s team of FDOT personnel and consultants.



## 1.2 CAMPAIGN TEAM

The team was led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and District Six Communications Manager, Tish Burgher. The consulting firm that facilitated the 2017 campaign was Media Relations Group, LLC. Additionally, consulting firms The Corradino Group and Graph Code, were used as resources for event staffing and the partner resources website.

The first meeting of the 2017 team was held in May 2017. Subsequent meetings were held as needed to review materials, arrange for production of collaterals or coordinate participation in upcoming outreach events.

## 2.0 CAMPAIGN GOALS

The campaign's main goal was to increase awareness regarding the dangers of distracted driving. The team was given the following scope of work to achieve these goals:

- Further develop "Put it Down" logo/brand and messaging and produce all relevant collateral materials
- Partnership development and regular team progress meetings with FDOT CTST Coordinator
- Coordinate outreach events with established partners
- Coordinate Partner Kick-Off Meetings to launch the campaign
- Focus on graphically appealing messages and further develop social networking strategies
- Work with campaign partners to disseminate campaign messaging via existing communications resources

The statewide campaign required the implementation of a safety pledge – a documented commitment to driver safety that was distributed at outreach events throughout Florida. Copies of these forms would be kept by the driver, and serve as a tangible reminder of the dangers of distracted driving. Through the leadership of the campaign partners, the commitment to the no-texting pledge was successful in gaining support of the campaign and its overall goals.

### CAMPAIGN PLEDGE FORM

**Take the no-texting pledge**  
Carry this as a reminder of your commitment to safer driving.

No text message, email, website or video is worth the risk of endangering my life or the lives of others on the road. I pledge to never text and drive and will take action to educate others about the dangers of texting while driving.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

**Texting and driving is  
ILLEGAL in Florida**



## 2.1 GOAL COMPARISON – PAST FIVE YEARS

	2011	2012	2013	2014	2015	2016	2017
PARTNERS	7	13	40	98	108	112	120
OUTREACH EVENTS	14	22	40	73	72	64	53
CAMPAIGN IMPRESSIONS	3.1 million	6.0 million	40.3 million	38.6 million	61.5 million	114.5 million	76.2 million*†

Using data from partner surveys, an estimated 76,229,771 impressions were made during the 2017 campaign.

\*Number of impressions reported by partners as of January 10, 2018; does not include every instance of people who viewed the campaign posters, articles and some news stories.

†Partner feedback indicated that the weeks leading up to and following Hurricane Irma affected their ability to participate in the campaign to its full extent due to event cancellations and power outages.

## 3.0 PARTNERSHIP DEVELOPMENT

The team focused on developing partners that would help to effectively spread the safety message, and provide materials and resources that would assist in this endeavor.

The following methods of contributing to the campaign were suggested to potential partners:

- Promoting the campaign message within their organizations
- Using internal and external communication methods to disseminate “Put It Down” messaging, achievements and success stories, and provide information about how others can get involved
- Teaming with local law enforcement and community members to support their efforts to improve safe driving patterns in the community
- Working with local media outlets to reach as many people as possible
- Participating in or sponsoring one or more of the local outreach events
- Providing educational and promotional items to distribute at local outreach events

## 3.1 STRATEGY AND APPROACH

A preliminary list of potential partners (including agencies that were involved in previous District Six safety campaigns) was identified by the team. The team was tasked with making preliminary contact with each potential partner and gauging their interest in joining the campaign. Based on their level of interest, follow-up meetings with key personnel were scheduled in order to discuss the details of the campaign and determine what resources were available.

An introductory package for campaign partners was developed for these meetings, along with other collateral materials that highlighted the campaign’s look and messaging. As new and existing partners confirmed their participation, their respective logos were added to the campaign materials in order to highlight their commitment to the campaign and to public safety.

Contributions from partners were limited to existing budgets and resources; however, all opportunities for increasing outreach and dissemination of collaterals were researched and, if feasible, were implemented as part of the campaign.



### 3.2 CAMPAIGN PARTNERS

The partners' logos were included in many of the collateral materials, including the campaign posters, email blasts and website. Representatives from each partner agency/organization were invited to participate in a Partner Kick-Off Meeting where the campaign was officially launched, and the collateral materials were unveiled. The Partner Kick-Off Meetings were held on July 27, 2017, in Miami-Dade County at the FDOT District Six Auditorium, and on August 3, 2017, for Monroe County at the FDOT Marathon Operations Center. Below is a list of the official partners that joined the 2017 Distracted Driving Awareness Campaign.

- AAA/Auto Club Group Traffic Safety
- Anthony Phoenix Branca Foundation
- AT&T
- Broadspectrum
- City of Aventura
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Police Department
- City of Doral Police Department
- City of Hialeah
- City of Hialeah Fire Department
- City of Hialeah Police Department
- City of Homestead
- City of Homestead Police Department
- City of Islamorada, Village of Islands
- City of Key Colony Beach
- City of Key Colony Beach Police Department
- City of Key West
- City of Key West Fire Department
- City of Key West Police Department
- City of Layton
- City of Marathon
- City of Miami
- City of Miami Beach
- City of Miami Beach Police
- City of Miami Gardens Police Department
- City of Miami Springs
- City of North Miami
- City of North Miami Police Department
- City of North Miami Beach
- City of North Miami Beach Police Department
- City of Opa-locka
- City of Opa-locka Police Department
- City of South Miami Police
- Islamorada Chamber of Commerce
- City of Sweetwater
- City of Sweetwater Police Department
- City of West Miami
- City of West Miami Police Department
- Community Traffic Safety Team
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT Central Office
- FDOT District Six
- Florida Department of Health - Monroe
- Florida Department of Health - Miami-Dade
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- FDOT SunGuide TMC-District Six
- Florida Drawbridges Inc/FDI Services
- Florida Highway Patrol (FHP)
- Florida International University
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida Teen Safe Driving Coalition
- Florida's Turnpike Enterprise
- Ford Driving Skills for Life
- Governors Highway Safety Association
- Islamorada Chamber of Commerce
- IVC/Ole Communications
- Jackson Health System
- Key Largo Chamber of Commerce
- Kiddos Magazine
- Lexus of West Kendall
- Lower Keys Chamber of Commerce
- MADD - Mothers Against Drunk Driving
- Mercy Hospital
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College Medical Campus
- Miami Dade College North Campus
- Miami Dade College West Campus
- Miami Dade College West Campus
- Miami Dade College Wolfson Campus

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- Miami International Airport / Miami-Dade Aviation Department
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade County
- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade Fire & Rescue
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County
- Monroe County Sheriff's Office
- National Cinema Media
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- PortMiami
- PortMiami Tunnel
- Publix Supermarkets
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services
- Team SLR
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Cutler Bay
- Town of Cutler Bay Police Department
- Town of Golden Beach
- Town of Golden Beach Police Department
- Town of Medley
- Town of Medley Police Department
- Town of Surfside Police Department
- University of Miami
- University of Miami Police Department
- Village of Bal Harbour
- Village of Bal Harbour Police Department
- Village of Biscayne Park
- Village of El Portal
- Village of Indian Creek Village
- Village of Indian Creek Village Police Department
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Pinecrest
- Village of Pinecrest Police
- West Kendall Baptist Hospital
- West Kendall Toyota
- zMotion Foundation



### 3.3 PARTNERSHIP CONTRIBUTIONS

Following is an overview of each partner's contributions and involvement throughout the campaign.

- **AAA/Traffic Safety Foundation**
  - Campaign posters were displayed at two AAA branch offices reaching 5,405 AAA members and non-members.
  - Three hundred tip cards were distributed.
  - Fourteen Facebook posts resulted in thousands of impressions.
  - AAA also participated in the Health and Safety Fair at Miami Dade College's Medical Campus.
- **City of Aventura Police Department**
  - Posters were displayed in 20 condominium lobbies, and community display areas, the police roll call room and police station community room lobby, reaching approximately 29,700 individuals.
  - The Department distributed 600 tip cards, and attended several events throughout the campaign to distribute information.
  - The City of Aventura Police Department was responsible for Variable Message Signs (VMS) reaching millions.
- **City of Coral Gables Police Department**
  - The City of Coral Gables Police Department was responsible for Variable Message Signs (VMS) reaching millions.
  - The campaign eblasts were sent to 200 individuals.
  - Campaign messaging was distributed via social media to the department's 5,000 Facebook followers.
- **City of Doral Police Department**
  - The City of Doral placed several banners throughout the city reaching thousands of drivers.
  - Approximately 150 tip cards were distributed.
  - Twitter was used to distribute campaign information to its 2,400 followers.
  - The City publishes a booklet for its residents which contains campaign information for an estimated 1,000 people.
- **City of Homestead / Police Department**
  - Approximately 12 posters were displayed/distributed at the Homestead Police Department and City of Homestead Park Facilities. These likely reached more than 10,000 people during the campaign.
  - Approximately 250 Tip Cards were distributed.
  - Campaign materials were shared through the City of Homestead Government Facebook page, reaching a total of 32,743 people.
  - The City of Homestead TV Channel played the PSA which reaches the Town's 70,000 residents. This channel is also played in all City of Homestead office lobby areas.
- **City of Key West / Police Department**
  - Campaign messaging was distributed via social media to the department's thousands of Facebook and Twitter followers.
- **City of Layton**
  - Two eblasts were distributed by the city reaching 150 recipients.
- **City of Miami Beach**
  - Campaign information was distributed through the City's bi-weekly newsletter on three occasions reaching 6,000 residents.

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- The City posted regarding the campaign using the hashtag #RideSafeMB to its 90,000 Twitter, 33,000 Facebook and 35,000 Instagram followers.
- **City of Miami Gardens Police Department**
  - Campaign messaging was posted regularly on Facebook (1,542 followers) Instagram (796 followers) and Twitter (3,112 followers).
- **City of Miami Springs**
  - One eblast was distributed reaching 250 recipients.
  - The City distributed 100 tip cards.
  - Social media messaging was used to reach the city's Facebook and Twitter followers reaching thousands.
- **City of Opa-locka Police Department**
  - Two eblasts were distributed by the city reaching 50 recipients.
  - The Department displayed 10 campaign posters 1000 and distributed 200 tip cards.
  - Social media messaging was used to reach the city's Facebook followers.
- **City of South Miami Police Department**
  - The Department distributed one campaign eblast, five posters and utilized social media to display campaign messaging.
- **Islamorada Chamber of Commerce**
  - The campaign eblasts were distributed to 1000 individuals.
  - Two posters were displayed as well as web banners and social media messaging.
- **City of Sweetwater**
  - Campaign posters were displayed in the front of City Hall and in the second floor lobby area reaching hundreds.
  - The City distributed 25 tip cards and posted campaign messaging weekly on its Facebook and Twitter pages.
- **City of West Miami Police Department**
  - The campaign eblasts were distributed to 200 individuals throughout the campaign.
  - A campaign poster was displayed in the police department lobby reaching approximately 100 views.
- **FDOT District Six Community Traffic Safety Program/Teams (CTST)**
  - Carlos Sarmiento, disseminated four campaign email blasts to 361 people.
  - Participating CTST teams/members received additional campaign posters, educational and promotional items for internal and external outreach.
  - CTST held several enforcement details and distributed thousands of campaign items to citizens.
- **FDOT District Six**
  - Twenty campaign posters were displayed in the Public Information office reaching approximately 500 people.
  - Social media was utilized to reach more than 4,000 individuals.
  - The campaign web banner and website reached 11,585 pageviews during the campaign.
- **FDOT SunGuide TMC–District Six**
  - Dynamic Messaging System (DMS) signs displayed campaign messaging throughout the campaign area during the campaign reaching millions of drivers.
  - The SunGuide TMC posted an article on its web-based "News Flash" potentially reaching more than 35,316 individuals.
- **Florida Department of Health (Miami-Dade County)**
  - The email blasts were distributed to 735 individuals.
  - Ten campaign posters were displayed, and web banners were posted on the department's intranet.



- **Florida Department of Health (Monroe County)**
  - The email blasts were distributed to 80 DOH-Monroe and Monroe County government employees throughout the Florida Keys.
  - Two posters were displayed reaching 5,000 people during the campaign.
  - 150 tip cards were distributed at community events.
  - Alison Morales Kerr participated in two short radio spots on "US1 Radio" Morning Magazine (104.1 FM) on July 14 and December 4. She promoted biking and driving safety including the Put it Down campaign. US1 Radio is the largest radio station throughout the Florida Keys and has the largest reach of any other local radio station.
  - DOH Monroe also participated in two campaign events.
- **Florida Drawbridges Inc/FDI Services**
  - FDI distributed the eblasts to 350 individuals.
- **Florida Memorial University**
  - Students in COM 423 - Public Relations Campaign were in charge of coordinating and promoting the campaign and safety event under the professor's supervision, including pre-campaign surveys.
  - The event was held on November 9, 2017, reaching more than 750 students.
  - Campaign messages and materials were posted to the specially designated Facebook, Twitter and Instagram accounts throughout the fall semester (15 weeks).
  - Four eblasts were distributed to all students at Florida Memorial University.
  - Approximately 50 posters were displayed throughout campus. The posters were placed in the dormitory lobbies, inside and outside the school cafeteria, the student activity center as well as a host of other buildings and some classrooms.
  - FMU's Communication Program received the HBCU Digest Research Award for its involvement with the campaign.
- **Florida's Turnpike Enterprise (FTE)**
  - FTE displayed the campaign poster in its Ocoee, Orlando and Pompano facilities.
  - FTE distributed four email blasts to a distribution list of approximately 2,000 individuals.
  - Social media messaging was used to reach Twitter followers on fourteen occasions.
  - The Put it messaging was on informational displays at Turnpike Service Plazas (Okahumpka, Turkey Lake, Canoe Creek, Fort Drum, West Palm Beach, Pompano Beach). These displays show a variety of images as part of a PSA rotation and during the six-month run, the service plazas were visited by an average of 5,403,320 vehicles.
- **Ford Driving Skills for Life**
  - One eblast was distributed to 24,000 contacts in the Ford Driving Skills for Life Florida database.
  - Ford DSFL distributed 100 newsletters that contained Put It Down campaign resources to Governor's Highway Safety Association state representatives and Ford Motor Company Fund employees.
  - Social media messaging was used to reach 13,150 Facebook and 6,000 Twitter followers.
- **Governors Highway Safety Association (GHSA)**
  - GHSA had campaign messaging with its 5,309 Twitter followers.
- **Islamorada Chamber of Commerce**
  - Campaign eblasts were distributed to 1,000 individuals.
  - Two campaign posters were displayed in addition to the Chamber's utilization of web banners and social media to reach thousands.
- **Key Largo Chamber of Commerce**



- Campaign eblasts were distributed to 650 individuals.
- Two campaign posters were displayed and 20 were distributed.
- Facebook was also used to reach its 8,536 followers with life-saving campaign information.
- **Kiddos Magazine**
  - Kiddos Magazine published ads in its back-to-school and fall issues reaching thousands digitally via eblast, website and social media.
  - Kiddos hosted a “Back to School” event on August 5 and 6 at The Falls shopping center for more than 5,000 people. 500 bags with campaign information and promotional products were distributed.
  - Kiddos also hosted “Kiddo-Ween” Downtown Doral at “The Shops” on October 21 which also reached more than 5,000 people.
- **Lower Keys Chamber of Commerce**
  - Two eblasts were distributed reaching 500 people.
  - Campaign posters were also displayed in the Chamber lobby reaching approximately 50 people and 35 tip cards were distributed.
  - Facebook was utilized to distribute campaign information to the Chamber’s 350 followers.
- **Mercy Hospital**
  - The campaign eblasts were distributed to 1,400 individuals.
  - Ten campaign posters were displayed at the hospital reaching approximately 1,400 people daily.
  - The web banners were placed on the Mercy website reaching approximately 1,200 views per day.
- **Miami Dade College (MDC)**
  - Campaign posters were displayed throughout MDC’s Hialeah and West campuses.
  - Campus safety/campaign outreach events were held at the following campuses: North, Hialeah, Kendall, Homestead, Medical, West, InterAmerican, and Wolfson reaching thousands of students.
  - Social media messaging, tip cards and email blasts were disseminated by several of the campuses as well.
- **Miami International Airport / Miami-Dade Aviation Department**
  - Two posters were displayed in the rental car center lobby reaching approximately 155,000 weekly visitors.
- **Miami Shores Village / Police Department**
  - Campaign eblasts were distributed to 3,000 people.
  - Social media messaging reached thousands of followers on Facebook, Twitter and Nextdoor.
- **Miami-Dade County**
  - Campaign messaging was distributed internally in the county employee newsletter to County and Jackson Health employees reaching approximately 26,000 individuals.
  - Campaign messaging was also distributed externally via miamidade.gov to all subscribers.
  - Twitter was utilized to reach 34,100 followers on more than 30 occasions.
- **Miami-Dade Expressway Authority (MDX)**
  - MDX distributed campaign information via its newsletter which reaches approximately 180,000 people.



- **Miami-Dade Fire & Rescue**
  - Campaign eblasts were distributed to 3,000 contacts throughout the campaign.
  - Fifty campaign posters were placed throughout the fire stations and lobby reaching thousands.
  - The campaign PSA was distributed via social media reaching thousands of followers.
- **Miami-Dade Police Department (MDPD)**
  - Social media messaging was utilized to reach thousands of Twitter, Facebook and Instagram followers.
- **Miami-Dade Metropolitan Planning Organization (TPO)**
  - Campaign information was sent to approximately 5,000 recipients using the TPO E-newsletter which is distributed weekly.
  - Campaign information was posted on the MPO's Facebook, Twitter and Instagram accounts reaching thousands of followers.
  - Two campaign posters were displayed (TPO office and Kiosk) reaching thousands of visitors each day.
- **Monroe County Sheriff's Office**
  - The department distributed eblasts to 50 recipients.
  - Seven campaign posters were displayed reaching approximately 3,500 views during the campaign.
  - 500 tip cards were distributed during the campaign.
  - Facebook was also utilized to reach 1,100 followers.
- **Nicklaus Children's Hospital**
  - The Nicklaus Children's Hospital e-newsletter reaches more than 4,000 recipients.
  - The hospital used the social media messages to reach its 34,000 Facebook and 6,300 Twitter followers.
  - Campaign messaging was displayed on MCHS-TV, the hospital's in-house television network which can be viewed in all eight waiting areas as well as all 289 hospital beds.
- **North Bay Village Police Department**
  - Campaign eblasts were distributed to 356 recipients on 20 occasions.
  - Ten posters were displayed reaching approximately 3,000 people.
  - Tip cards were distributed to 300 individuals.
  - Campaign messaging was distributed using Instagram reaching 400 followers.
  - TV monitors were also used to reach approximately 5000 people.
- **PortMiami**
  - The campaign eblasts were distributed to 330 individuals.
  - Approximately 25 campaign posters and 400 tip cards were distributed.
  - Web banners were posted on [www.miamidade.gov/portmiami](http://www.miamidade.gov/portmiami) reaching more than 70,000 people.
  - Social media messaging was utilized to reach 4,052 Facebook followers.
- **South Florida Commuter Services (SFCS)**
  - SFCS staffed, attended and distributed materials at 4 campaign outreach events reaching thousands.
  - Two campaign posters were displayed reaching more than 340 individuals.
  - SFCS distributed three eblasts and distributed more than 300 tip cards.
- **Team SLR**



- Team SLR attended race weekend events with the Put it Down logo on the driver's suit throughout 2017. Approximately 30,000 people saw logo with races at Daytona, Homestead-Miami and Sebring International.
- **Town of Cutler Bay**
  - One campaign eblast was distributed to 1,323 individuals. Eblasts were also printed and placed on the information table during monthly Town Council Meetings.
  - Three campaign posters were distributed, and one was displayed at Town Hall.
  - In May 2017, the Town hosted a teen safe driving event at Cutler Bay High School ahead of the school's Prom Night and Graduation Ceremonies. Approximately 200 students attended.
- **Town of Cutler Bay Police Department**
  - The Department participated in several outreach events throughout the campaign.
- **Town of Golden Beach**
  - Three campaign posters were displayed reaching approximately 200 people.
  - Seventy-five tip cards were given out at the 5K Run/Veteran's Day Celebration.
  - The Town website and TV monitor images were also utilized to display campaign information.
- **University of Miami (UM) and UM Police Department**
  - Two posters were displayed on campus by UMPD.
  - UMPD utilized social media messaging reaching 7,000 Facebook followers.
- **West Kendall Toyota**
  - Campaign eblasts were distributed twice to 6,000 people.
  - Four campaign posters were displayed (two in the service building and two in the sales building) reaching thousands.
  - One-hundred tip cards were distributed.
  - West Kendall Toyota posted social media messages to its thousands of Twitter, Instagram and Facebook followers.



#### 4.0 OUTREACH EVENTS

In past years, the campaign focused heavily on outreach events, however with the rise in popularity and reach of social media for the target audience, more campaign resources were dedicated to that area. Additionally, Hurricane Irma caused the cancellation of several events. A total of 53 events were coordinated during the 2017 campaign, mostly at local colleges and universities.

#### 4.1 Campaign Schedule

WEEK (2017)	OFFICIAL CAMPAIGN SCHEDULE
JULY 23 - 29	<ul style="list-style-type: none"> <li>• Miami-Dade Partner Kick-Off Meeting (July 27 at FDOT D6 Auditorium)</li> </ul>
JULY 30 - AUGUST 5	<ul style="list-style-type: none"> <li>• Monroe Partner Kick-Off Meeting (August 3 at FDOT Marathon Operations Center)</li> </ul>
AUGUST 6 - 12	<ul style="list-style-type: none"> <li>• Campaign Launch</li> <li>• Social Media Post #1</li> </ul>
AUGUST 13 - 19	<ul style="list-style-type: none"> <li>• Social Media Post #2</li> </ul>
AUGUST 20 - 26	<ul style="list-style-type: none"> <li>• Email Blast #1</li> <li>• Social Media Post #3</li> </ul>
AUGUST 27 - SEPTEMBER 2	<ul style="list-style-type: none"> <li>• Social Media Post #4</li> </ul>
SEPTEMBER 3 - 9	<ul style="list-style-type: none"> <li>• Social Media Post #5</li> </ul>
SEPTEMBER 10 - 16	<ul style="list-style-type: none"> <li>• Social Media Post #6</li> </ul>
SEPTEMBER 17 - 23	<ul style="list-style-type: none"> <li>• Email Blast #2</li> <li>• Social Media Post #7</li> </ul>
SEPTEMBER 24 - 30	<ul style="list-style-type: none"> <li>• Social Media Post #8</li> </ul>
OCTOBER 1 - 7	<ul style="list-style-type: none"> <li>• Social Media Post #9</li> <li>• Email Blast #3</li> </ul>
OCTOBER 8 - 14	<ul style="list-style-type: none"> <li>• Social Media Post #10</li> </ul>
OCTOBER 15 - 21	<ul style="list-style-type: none"> <li>• Social Media Post #11</li> </ul>
OCTOBER 22 - 28	<ul style="list-style-type: none"> <li>• Social Media Post #12</li> <li>• Email Blast #4</li> </ul>
OCTOBER 29 - NOVEMBER 4	<ul style="list-style-type: none"> <li>• Social Media Post #13</li> </ul>
NOVEMBER 5 - 11	<ul style="list-style-type: none"> <li>• Social Media Post #14</li> </ul>



### 5.0 OTHER CAMPAIGN MESSAGING

Additional resources such as websites, social media and media coverage were used to spread the campaign messaging.

### 5.1 FDOT DISTRICT SIX'S WEBSITE

FDOT District Six approved the use of its website (under the URL [www.fdotmiamidade.com](http://www.fdotmiamidade.com)) as a communications resource to promote the 2017 "Put it Down" campaign. The campaign web banner and a short campaign summary were posted prominently on the website's homepage. In addition, the campaign website was posted at [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown).

The screenshot shows the FDOT District Six website. At the top, the FDOT logo is on the left, and the text "Florida Department of TRANSPORTATION" is in the center. To the right, there are links for "E-Updates | FL511 | Mobile | Site Map" and a search bar labeled "Search FDOT...". Below this is a navigation menu with items: Home, About FDOT, Contact Us, Maps and Data, Offices, Performance, and Projects.

The main content area is titled "South Florida Roads (Miami-Dade and Monroe Counties)". On the left, there is a sidebar for the Office Manager, Mario Cabrera, P.E., District 6 Construction Engineer, with contact information: 1000 NW 111 Avenue, Miami, FL 33172, Tel: 305-640-7400, and an "E-Mail Us" link. Below this is a link for "Additional Contacts Staff Directory".

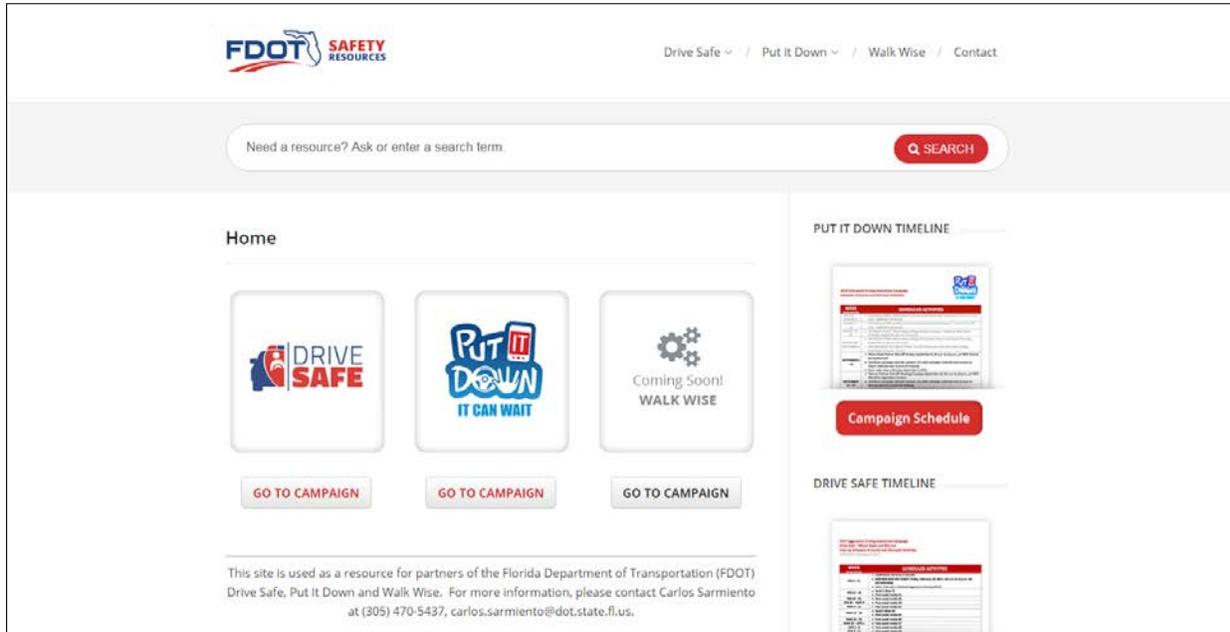
The central banner features the text: "NO text. NO call. NOTHING is worth losing a life over." with the "Put It Down IT CAN WAIT" logo. To the right of the banner is a section titled "2017 Put it Down - Distracted Driving Awareness Campaign" with a paragraph of text: "After reaching more than 114.5 million in 2016, FDOT recently re-launched the Put it Down Campaign in District Six. The campaign focuses on helping drivers understand the risks associated with distracted driving, notifying and educating the public about the ban on texting and driving in Florida and ultimately helping to keep our roadways safer. Click here for more information." Below the text are left and right arrow navigation icons.

Below the banner is a section titled "Put It Down Distracted Driving Campaign" with a sub-header "SFL Roads / Put It Down Distracted Driving Campaign". It features a large image of the banner with the text "NO text. NO call. NOTHING is worth losing a life over." and the "Put It Down IT CAN WAIT" logo. Below the image is the URL [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown).

At the bottom, there is a question: "Did you know texting and driving is illegal in Florida?" followed by the text: "Join the Florida Department of Transportation (FDOT) and its partners to educate drivers about the dangers of distracted driving." Below this is the text: "FOR MORE INFORMATION AND MATERIALS YOU CAN USE TO HELP SPREAD THE WORD, SEE THE LINKS BELOW:" and a list of links: "Campaign Poster (English, Version 2 | Spanish | Creole)", "Web Banner", "Tip Card (English | Spanish | Creole)", and "Placard Card".



Partners were also provided an internal website for the first time where they could access campaign materials and updates throughout the campaign ([fdotsafetyresources.com](http://fdotsafetyresources.com)). This was created to reduce the number of internal emails distributed throughout the campaign, streamline the distribution of materials and provide training videos.



## 5.2 WEB/TV BANNERS/SOCIAL MEDIA

Several campaign partners displayed the “Put it Down” web banner on their websites, as well as TVs and electronic monitors at their facilities. Partners also social media messaging images and videos provided for use on Facebook, Twitter and other platforms.

## 5.3 PUBLIC SERVICE ANNOUNCEMENT (PSA)

A new campaign PSA was produced in :15, :30 and :60 second versions in both English and Spanish. The PSA was utilized by partners via social media, local and international television as well as websites. Additionally, the PSA was shown in local movie theaters and at gas stations throughout Miami-Dade and Monroe counties in the week leading up to Labor Day weekend.



#### 5.4 MEDIA COVERAGE

Many of the campaign partners published articles within their internal newsletters and/or news outlets. Below is a list of media coverage secured by the campaign efforts:

- **Radio**
  - US 1 Radio
  - Easy 93.1 WFEZ-FM (Miami)
  
- **Newspaper/Magazines/Online Publications**
  - Kiddos Magazine
  - SunGuide TMC News Flash
  - Miami Herald (Neighbors)
  - Miami Today
  - South Florida News Service (SFNS)
  
- **Television**
  - Univision 23

#### 6.0 FUTURE CAMPAIGN GOALS

The 2017 “Put it Down” campaign was an extremely well-received and very successful initiative launched by District Six leadership and the members of the team. As the team looks forward to future campaigns, there are certain goals that should be incorporated into future outreach efforts. They include the following:

- ***Develop More Key Partnerships*** – By working with additional partners, including private sector, we will receive additional resources, marketing and collateral materials including giveaways, key contacts, and possibly even additional grants/funding for future campaigns. Working with a media partner should also be considered further, as it will help bring credibility to the campaign and possibly free or reduced-cost advertising opportunities.
  
- ***Expanded Presence in Monroe County*** – By continuing to develop strategic partnerships in Monroe County and working with additional partners, the campaign will have an even larger impact in the area. This will increase the dissemination of campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.
  
- ***Maximize Digital Campaign and Social Networking Strategy*** – Continuing to develop the social media strategy is crucial to reaching a wider audience in future campaigns, especially when targeting younger demographic groups. Utilizing social media networks is a simple and effective way to post campaign content/messaging, and facilitate the distribution of information quickly, thereby turning the audience into active partners in the campaign. In addition, creating a digitally-focused campaign will allow for greater outreach.



## 6.1 CAMPAIGN PROCESSES

In order to efficiently and effectively run a successful campaign in 2017, it is important to designate processes with strategic milestones. A three-tiered campaign plan will simplify the processes as follows:

- **Pre-Campaign** – Before the campaign is officially launched, adequate time and efforts are needed to research new safety information, create/develop new collateral materials, solidify existing partnerships and pursue new ones.
- **Campaign Run** – During the actual campaign run, it is vital to ensure that personnel resources are available for all planned and impromptu campaign events and outreach opportunities. Media opportunities should be continuously pursued to enhance the campaign's presence. Social media collaterals and information should be consistently disseminated to/via campaign partners to further extend the campaign's reach.
- **Post-Campaign** – The success of every campaign is measured by the results yielded by its efforts. The "Put it Down" Campaign has shown consistent increase in outreach, partnerships and media exposure. A campaign report not only is a vital document that showcases these accomplishments, but also serves as a reminder for partners on why their input and stewardship make a significant difference.



## 7.0 CAMPAIGN FEEDBACK

"I think the campaign is great. Keep up the good work."

- **City of Sweetwater**

"The campaign was great especially that it allowed to be customized - like the flyers and PSA."

- **City of Miami Springs**

"I think the campaign is excellent. It is simple but catchy and I see it in a number of places in town."

- **Florida Department of Health - Miami-Dade**

"This is a great campaign to get students involved. It's a fantastic learning opportunity."

- **Florida Memorial University**

"Great campaign - thanks for all of your hard work!"

- **Governors Highway Safety Association**

"Thank you for your partnership! We will continue posting this information on our social media channels and look forward to continued partnership."

- **Miami-Dade Police Department**

"Great Material."

- **North Bay Village Police Department**

"Always a pleasure participating in the campaign. We would like to collaborate or join a planned event in 2018. Thank you for your continued collaboration."

- **PortMiami**

"As always, it's a pleasure participating in this campaign as well as the Drive Safe campaign. Keep up the good work! Thank you."

- **West Kendall Toyota**



Appendix A – Campaign Poster: English

**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix A – Campaign Poster: English (Version 2)





Appendix A – Campaign Poster: Spanish

**NO** envíe mensajes de texto  
mientras conduzca.

**NO** llame mientras  
conduzca.

**NO** vale la pena  
perder la vida por ello.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix A – Campaign Poster: Creole

**PA** voye tèks bay moun padan w ap kondi.

**PA** telephone moun padan w ap kondi.

**PA** gen anyen ki mande w pou pèdi lavi w pou anyen.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix B – Campaign Email Blasts (Kick-off Save the Date)



DRIVING DOWN  
FATALITIES

## PLEASE JOIN US FOR

### Florida Department of Transportation District Six 2017 Campaign Partner Kick-off Meeting

#### MIAMI-DADE PARTNERS

**WHEN:** Thursday, July 27, 10 a.m. to 12 p.m.

**WHERE:** FDOT District Six Auditorium  
(1000 NW 111 Avenue, Miami, FL 33172)

#### MONROE PARTNERS

**WHEN:** Thursday, August 3, 10 a.m. to 12 p.m.

**WHERE:** FDOT Marathon Operations Center  
(3100 Overseas Highway, Marathon, FL 33050)

Please confirm participation by Friday, July 21,  
by clicking the RSVP box below or by contacting  
Jeanette Gorgas: [jgorgas@mrgmiami.com](mailto:jgorgas@mrgmiami.com) (786-239-8862)

**RSVP FOR KICK-OFF HERE**



Appendix B – Campaign Email Blasts (#1)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 17.1



**INTRODUCING THE 2017 PUT IT DOWN PSA - NO TEXT. NO CALL. NOTHING IS WORTH LOSING A LIFE OVER.**

**During daylight hours, approximately 660,000 U.S. drivers are using cell phones while driving.**

**DID YOU KNOW?** The overwhelming majority of teen driver crashes are caused by inexperience or distractions, not "thrill-seeking" or deliberate risk-taking.

**TAKE THE NO-TEXTING PLEDGE**

For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

### Upcoming Events

- OUTREACH EVENT: Welcome Back Event, Miami-Dade College - Wolfson Campus (Monday, August 28, 10 a.m. – 1 p.m., and 4 – 6 p.m., Kyriakides Plaza)
- OUTREACH EVENT: Miami-Dade College - Wolfson Campus (Tuesday, August 29, 10 a.m. – 1 p.m., and 4 – 6 p.m., Kyriakides Plaza)
- OUTREACH EVENT: Back to School Health Fair, Miami-Dade College - Hialeah Campus (Wednesday, August 30, 9 a.m. – 1:30 p.m.)
- OUTREACH EVENT: Club Rush, Miami-Dade College - Wolfson Campus (Wednesday, August 30, 12 – 1 p.m., Kyriakides Plaza)
- OUTREACH EVENT: Welcome Back Expo, Miami-Dade College - North Campus (Wednesday, August 30, 12 – 1:15 p.m., Building 400 Leroy Collins Center)
- OUTREACH EVENT: Florida International University Put it Down Event – MMC Campus (Wednesday, September 6, 2 – 4 p.m., Graham Center)
- OUTREACH EVENT: Club Rush, Miami-Dade College - Homestead Campus (Thursday, September 7, 11 a.m. – 1 p.m.)



### Thank you to our dedicated campaign partners





Appendix B – Campaign Email Blasts (#2)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 17.2



**THE ROAD IS FULL OF PEOPLE WHO ARE AT RISK THE SECOND YOU TAKE YOUR EYES OFF THE ROAD TO LOOK AT YOUR PHONE. IF YOU WOULD NEVER USE YOUR PHONE WITH SOMEONE IN THE CAR, YOU SHOULDN'T DO IT ALONE.**

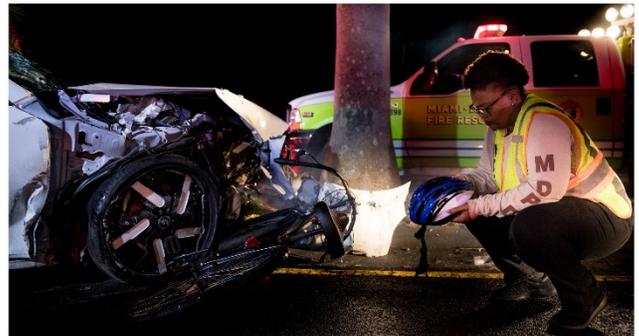
**Help Stop Distracted Driving: We can ALL play a part in the fight to save lives by ending distracted driving**

- **TEENS** are the best messengers with their peers. We encourage you to speak up when you see a friend driving while distracted. Have your friends **sign the pledge** to never drive distracted, and to share messages on social media that remind your friends, family and neighbors not to make the choice to drive distracted.
- **PARENTS** have to lead by example by never driving distracted. Talk with your young driver about distraction and the responsibilities that come with driving. Have everyone in the family **sign the pledge** to commit to distraction-free driving.
- **EDUCATORS AND EMPLOYERS** can play a part, too. Spread the word at your school or workplace about the dangers of distracted driving. Ask your students to commit to distraction-free driving or set a company policy on distracted driving.
- **MAKE YOUR VOICE HEARD.** Be a voice in your community by supporting local laws, speaking out at community meetings and highlighting the dangers of distracted driving on social media and in your local op-ed pages.

For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

### Upcoming Outreach Events

- Campus Safety Day, Miami-Dade College Medical Campus - Tuesday, September 26, 10 a.m. to 1 p.m.
- Campus Safety Day, Miami-Dade College West Campus - Tuesday, September 26
- Campus Safety Day, Miami-Dade College Kendall Campus - Wednesday, September 27, 9 a.m. to 4 p.m.
- Campus Safety Day, Miami-Dade College InterAmerican Campus - Thursday, September 28, 9 a.m. to 12 p.m., at 627 SW 27 Avenue Miami, FL 33135
- Club Rush, Miami-Dade College Homestead Campus - Thursday, September 28, 11 a.m. to 1 p.m.



### Thank you to our dedicated campaign partners



**TAKE THE NO-TEXTING PLEDGE**



Appendix B – Campaign Email Blasts (#3)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign **blast volume 17.4**

## Don't text and fly.

Be safe this Halloween and watch for  
trick-or-treaters while you drive.



### MOTORISTS

- Slow down in residential neighborhoods
- Obey all traffic signs and signals
- Drive at least 5 mph below the posted speed limit to give yourself extra time to react to children who may dart into the street
- Watch for children walking on roadways, medians and curbs
- Children may not be paying attention to traffic and cross the street mid-block or between parked cars
- Carefully enter and exit driveways and alleys
- Turn on your headlights to make yourself more visible – even in the daylight
- Be sure to keep an eye out for children by looking left and right into yards and front porches

### TRICK-OR-TREATERS

- Trick-or-treat in a group
- Be bright at night – wear retro-reflective tape on costumes and treat buckets to improve visibility to motorists and others
- Wear disguises that don't obstruct vision, and avoid facemasks (use face paint instead)
- Carry a flashlight containing fresh batteries, and place it facedown in the treat bucket to free up one hand - never shine it into the eyes of oncoming drivers
- Stay on sidewalks and avoid walking in streets if possible
- If there are no sidewalks, walk on the left side of the road facing traffic
- Look both ways and listen for traffic before crossing the street
- Cross streets only at the corner, and never cross between parked vehicles or mid-block

For more information about the Put it Down Campaign,  
please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

### Upcoming Outreach Events

St. Thomas University - Thursday, November 2, 10 a.m. to 2 p.m.  
Miami Dade College West Campus - Wednesday, November 8, 9 a.m. to 1 p.m.  
Florida Memorial University Student Event - Thursday, November 9, 11 a.m. to 2 p.m., Robinson Circle

### Thank you to our dedicated campaign partners



**TAKE THE NO-TEXTING PLEDGE**



Appendix B – Campaign Email Blasts (#4)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 17.5



**IF YOU ARE  
TEXTING,  
YOU'RE NOT  
DRIVING.**

Texting takes your eyes off the road for an average of 4.6 seconds. That is like driving the length of a football field at 55 mph, BLIND.

**KEEP AN EYE OUT FOR OUR PARTNER PARTICIPATION SURVEY**

Taking this survey helps us document the reach of this effort and acknowledge all of our great partners! Thank you in advance for your help with this campaign.

For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

**Thank you to our dedicated campaign partners**



**TAKE THE NO-TEXTING PLEDGE**



Miami Dade College InterAmerican Campus Safety Event - September 28, 2017



Appendix C – Campaign Web Banner

**NO text. NO call. NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Campaign TV Banners

**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)





Appendix C – Campaign TV Banners

**PA** voye tèks bay moun  
padan w ap kondi.

**PA** telephone moun  
padan w ap kondi.

**PA** gen anyen ki mande  
w pou pèdi lavi w pou anyen.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NO** envíe mensajes de texto  
mientras conduzca.

**NO** llame mientras  
conduzca.

**NO** vale la pena  
perder la vida por ello.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix D – Social Media Campaign Messaging

**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**DID YOU KNOW?**

Cell phone use is highest among 16 to 24-year-old drivers



Information from [distraction.gov](http://distraction.gov)  
For more information visit [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)




Planning to be on the road for Labor Day?  
Don't put yourself or others at risk by distracted driving.

**NO text. NO call. NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**#PutItDown**  
Keep our roadways safe. Stop driving distracted.




[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**ACTUAL TWEETS** 

**Blake Meredith** @BlakeMeredeth  
Just drove past 8 people all **texting and driving**... terrible... and then one of them almost swerved into me while tweeting this! The nerve...

**Ryan** @ryandelgad0  
I be **driving, smoking, texting, picking a song and shifting gears** all in the same 10 seconds 🤪🤪 I multitask all day!! 🙌🙌

**Ngwete Mtamira** @Ngwete\_  
**Texting and driving** is probably my worst habit. I need to change this

**Eric Beraricelli** @eRardCelli\_  
**Texting and driving** and drove through an irrigation system with my windows down 🙄



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

On any given day in the U.S.,

**660,000**

is the estimated number of drivers using electronic devices while driving during daylight hours

Information from [distraction.gov](http://distraction.gov)  
For more information visit [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**TAKE THE PLEDGE**



Take the pledge to end distracted driving and help save lives by sharing this picture with the hashtag:

**#PutitDown**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

You are more likely to have a crash when you're on a mobile phone.

It's hard to concentrate on two things at the same time.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**ACTUAL TWEETS** 

**Santana** @Julesnosantana  
I just almost died lol **texting and driving**

**Clayton B. Clark** @claytonclark22  
I have the worst road rage, I'll stare you down while **driving 100 and texting**.

**Josh peddle** @PeddieJosh  
I wish **texting and driving** was in the Olympics. I'd make America proud.

**princess tessa** @dirtybixnde  
my mom literally was **texting and driving** the entire way to the bookstore from our house



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix D – Social Media Campaign Messaging



NO text. NO Call. NOTHING is worth losing a life over. #PutitDown. <http://bit.ly/2urvJlt>



It's Teen Driving Awareness Week. Help South Florida keep our roads safer #PutitDown <http://bit.ly/2rCxsPz>



Appendix E – Campaign Outreach Event Photos



*Put it Down – Kick-off Event Miami-Dade County – July 27, 2017*

Appendix F – Campaign Outreach Event Photos



*Put it Down – Kick-off Event Monroe County – August 3, 2017*



Appendix F – Campaign Outreach Event Photos



Kiddos Back to School Event – August 5, 2017



Appendix F – Campaign Outreach Event Photos



Mercy Hospital Back-to-School Event – August 12, 2017



Appendix F – Campaign Outreach Event Photos



North Miami Back to School Bash – August 1, 2017



Welcome Back Events, Miami-Dade College - Wolfson Campus – August 28-30, 2017



Appendix E – Campaign Outreach Event Photos



Back to School Health Fair, Miami-Dade College - Hialeah Campus – August 30, 2017



Welcome Back Expo, Miami-Dade College - North Campus – August 30, 2017



Appendix E – Campaign Outreach Event Photos



Campus Safety Day, Miami-Dade College - Medical Campus – September 26, 2017



Campus Safety Day, Miami-Dade College - West Campus – September 26, 2017

Appendix E – Campaign Outreach Event Photos



Teen Driver Safety Event, Westland Hialeah Senior High School – October 17, 2017



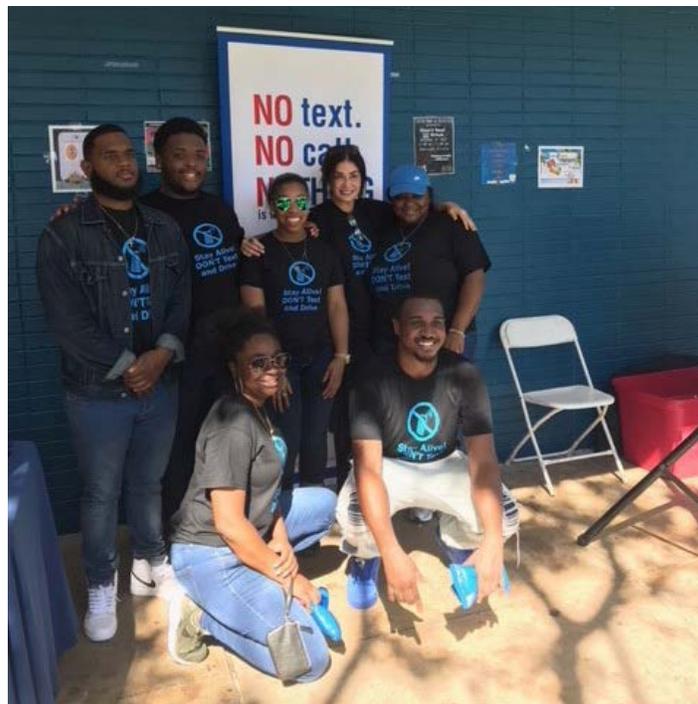
Kiddos Magazine Kiddo-Ween – October 21, 2017



Appendix E – Campaign Outreach Event Photos



Saint Thomas University Event – November 2, 2017



Florida Memorial University Student Event – November 9, 2017

Appendix E – Campaign Outreach Event Photos



Florida Memorial University Student Event – November 9, 2017



Appendix G – Campaign Media Coverage (Cutler Bay Community Newspaper)

One of Miami's Community Newspapers Connecting Communities.

# Cutler Bay NEWS

MAY 23 - JUNE 5, 2017 communitynewspapers.com 305-669-7355

## Town's first CarFit event for active adults called a success

BY GARY ALAN RUSE

**C**utler Bay conducted its first CarFit workshop on Tuesday, May 9, presented for older adults to provide them with a way to check how their personal cars “fit” them.

Older drivers are often the safest drivers in that they are more likely to wear their seat-belts, and less likely to speed or drink and drive. However, older drivers are more likely to be killed or seriously injured when a crash does occur due to the greater fragility of their aging bodies.

During the town's CarFit event, trained professionals from the Florida Department of Transportation (FDOT) led older drivers through a 12-point checklist with their vehicle. While doing so, they recommended car adjustments and adaptations and offered community-specific resources and activities that could make their cars “fit” better or enhance their safety.

A few of common concerns include properly adjusting mirrors to minimize blind spots, ensuring good foot position on the gas



CarFit and FDOT professionals make recommendations about seat position and mirror adjustment.

See **CARFIT**, page 4

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MIA, FL  
LOCAL  
POSTAL CUSTOMER  
\*\*\*\*\*E\*\*\*\*\*

## County to host 'Mosquito 101' workshops during May, June

BY MICHAEL MUT

**T**he Miami-Dade County Mosquito Control and Habitat Management Division has maintained a comprehensive year-round program of mosquito monitoring and inspections, adulticide and larvicide treatments, and public outreach efforts.

The “Drain and Cover: Fight The Bite” campaign has blanketed Miami-Dade with preventive tips in English, Spanish, and Creole, utilizing print, TV, outdoor, Web and radio media to educate residents. Now, a series of workshops is

helping further drive the message home, just in time for the rainy season, which is typically peak time for mosquitos.

“I have pledged to make all resources available to help keep us safe from the threat of mosquito-borne illnesses, and this series is but another example of our commitment to mosquito control outreach and education,” said Miami-Dade Mayor Carlos A. Gimenez. “We strongly encourage everyone to attend and get informed ahead of the coming summer months, which is typically the most active time for mosquitos.”

See **MOSQUITO**, page 4

## New service hours for Metrorail and Metromover

BY KARLA DAMIAN

**T**he Miami-Dade County Department of Transportation and Public Works recently announced new hours of operation for Metrorail and Metromover service that began on Monday, May 22.

### METRORAIL AND METROMOVER WILL RUN DURING THE FOLLOWING HOURS:

- Monday-Thursday, 5 a.m. to 11 p.m.;
- Friday, 5 a.m.-midnight;
- Saturday, 6 a.m.-midnight, and
- Sunday, 6 a.m.-11 p.m.

This service adjustment is being made in order to operate more efficiently and utilize operating funds to enhance service where it is most needed. The 5 a.m. to 6 a.m. and 1 a.m. to 2 a.m. hours on weekends, and the 11 p.m. to midnight hours on weekdays were the most underutilized hours of the system, according to the department's ridership reports.

For riders who typically took advantage of the system in the late evening hours, there are several Metrobus routes — including the Midnight Owl, Route 500 — that offer overnight service and travel adjacent to the Metrorail corridor. Other routes that offer overnight service include: 3, 11, 27, 38, L, S, and the Night Owl (246).

Ridership data reflects that the late-night hours are the least utilized times for the service and keeping the system open late has become cost prohibitive because of the low demand during those hours.

See **SERVICE**, page 4



Appendix G – Campaign Media Coverage (*Miami Herald*)

10SE

NEIGHBORS

SUNDAY MAY 21 2017  
MIAMIHERALD.COM

LAW ENFORCEMENT

## Injured officer will live with prosthetic legs

BY DAVID J. NEAL  
dneal@miamiherald.com

Miami-Dade Maj. Ricky Carter's May 7 motorcycle accident cost him his legs. But Carter will retain his arms, the life he came so close to losing and the ability to live independently, Miami-Dade police say.

An update released by the department to the media Tuesday afternoon said Carter remains in the hospital after undergoing surgeries the last few days on his arms. He'll eventually receive prosthetic legs.

A tourniquet on what remained of his right leg,

applied by Westland Hialeah High student Thalia Rodriguez shortly after the crash on Interstate 75, saved Carter's life by stemming his blood loss long enough for emergency rescue workers to reach him.

The police update described Carter as "alert and in great spirits" and quoted him sending the message to family and friends, "Please tell them I love them and I'm thinking about them."

While the family acknowledges the public love shown Carter, especially in the Northside District patrolled by his station, they're asking any visits be postponed to allow Carter

proper rest during this stage of recovery.

To help Carter's family with out-of-pocket medical care expenses, online donation pages have been set up at GoFundMe and Police Officers Assistance Trust (POAT) Funds donated on the POAT page all will go to the Carter family, while 92 percent of the GoFundMe donations will, according to Miami-Dade police. POAT donors must click on the "give direct" tab and type "Major Carter" in the remarks section.

A silent auction also will be held. Those wishing to donate items can call Lt. Steve Czyzewski at 786-402-9364.



WALTER M/CHOT - wmlchot@miamiherald.com  
Chief Robin Duren, chief of the Operations Administrative Division, Miami-Dade Fire Rescue, and Maj. Ricky Carter, commander of Miami-Dade's Northside District.

CUTLER BAY

## Students get safety tips before prom, graduation

BY ALEX BUTLER  
Special to the Miami Herald

The senior class from Cutler Bay High School on Tuesday participated in an interactive presentation regarding the dangers of driving under the influence.

The school collaborated with the Miami-Dade Police Department, Miami-Dade Public Schools Police, and Students Together Against Negative Decisions (STAND). Students learned the four Ds of driving under the influence (drinking, drugging, distracted, drowsy). They also received tips on how to conduct themselves during traffic stops. Each year more than

4,300 underage youths die from excessive drinking, according to the CDC.

"We are entering a season where our children are excited about reaching this major milestone and are becoming young adults" Police Major Leonard Riccelli said. "We are encouraging the students to join us as safety officers. Don't drive under the influence, and don't allow your friends to drive under the influence as well."

After the presentation, the young people joined the police and students from STAND outside to reenact a traffic stop. This is the third consecutive year that the demonstration has taken place.



Photo provided by the town of Cutler Bay  
Students from Cutler Bay High collaborate with the Miami-Dade Police Department, Miami-Dade Public Schools Police and Students Together Against Negative Decisions (STAND) on Tuesday to learn about the perils of drinking and driving.



Appendix G – Campaign Media Coverage (*Univision 23*)

El joven detrás del proyecto de ley que busca endurecer el castigo para ...txt  
Univision 23

El joven detrás del proyecto de ley que busca endurecer el castigo para los conductores que 'textean' en Florida

Actualmente las personas en este estado solo son penalizadas si cometen otra infracción adicional a mandar mensajes mientras están al volante.

Por: Nicolás Hernández Castañeda

Publicado: abr 03, 2017 | 07:04 PM EDT

Mark Merwitzer es un joven de 17 años que alterna sus estudios en el Miami Dade College con sacar adelante un proyecto de ley que busca penalizar a todos los conductores que usen su celular para 'textear' mientras su auto está en marcha o con el motor encendido.

En Florida no era ilegal enviar mensajes de texto al conducir hasta 2013, pero a diferencia de la mayoría de estados que prohíben 'textear' mientras se está al volante, la norma es más laxa o menos contundente por ser lo que se conoce como 'ley secundaria'. Florida hace parte de la minoría (solo cinco estados) que no considera esta violación como una ofensa primaria.

Esto quiere decir que un oficial solo puede multar a un conductor que va 'texteando' si este ha cometido otra infracción. Por ejemplo, si aceleró mientras el semáforo estaba en luz roja por estar chateando o si un accidente se produce porque uno de los conductores estaba enviando un mensaje de texto.

"Al igual que muchos residentes de Miami, he visto incontables conductores enviando mensajes de texto al volante. La primavera pasada, mientras yo iba en el asiento del copiloto, en MacArthur Causeway vi miles de pulgares haciendo clic en las pantallas de los teléfonos inteligentes en casi todos los autos. Me di cuenta de que nadie estaba haciendo algo para solucionar el problema", asegura a Univision Noticias el joven de Palmetto Bay.

La situación que describe Merwitzer se refleja en las cifras del informe Dangerous by Design, de la organización Smart Growth America, que señalan que entre 2005 y 2015 murieron 5,142 personas atropelladas en las calles de Florida.

A raíz de su preocupación, Merwitzer inició la recolección de firmas de quienes apoyan su iniciativa a través de la plataforma Change.org y con ellas en mano "ha tocado las puertas de cada representante estatal" para que su propuesta sea escuchada.

En la petición online, que ya ha recogido 5,535 firmas hasta la fecha, se citan datos del Instituto Nacional de Salud que indican que 3,300 jóvenes mueren anualmente y unas 400,000 personas resultan heridas en Estados Unidos por 'textear' y conducir al tiempo.

Según cuenta el joven, ya ha logrado que su iniciativa sea prioridad legislativa del condado de Miami-Dade, pero su obstáculo más grande ha sido conseguir apoyos en la Cámara de Representantes de Florida. Sin un representante que defienda su propuesta, esta no llegará a ser votada en el Senado.

Si la propuesta de Merwitzer llegara a pasar y se convirtiera en ley, se establecería una multa de 30 dólares para los conductores que 'textean' mientras el carro está encendido pero no en marcha y de 60 dólares si la persona va conduciendo y enviando mensajes al tiempo.

"Toda la iniciativa ha sido un proceso de aprendizaje para mí. Aprendí mucho sobre cómo funciona nuestro gobierno estatal y la mejor manera de comunicarnos con los políticos. Lo más importante es que la persistencia es clave", afirma Mark.

2017 DISTRACTED DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT



El joven detrás del proyecto de ley que busca endurecer el castigo para ...txt  
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SUMMARY

Univision 23

The young man behind the bill that seeks to toughen the punishment for drivers who text in Florida.

In actuality, people in this state are only penalized if they commit another infraction in addition to sending messages while they are driving.

By: Nicolás Hernández Castaneda

April 3, 2017

Mark Merwitzer is a young man of 17 years who alternates his studies at Miami-Dade College with moving forward with a project for a law that seeks to penalize drivers who use their cell phones to text while their vehicles are moving.

In Florida it was not illegal to send text messages while driving until 2013, but the difference from most states that prohibit texting while driving, the rule is looser or less strict and is known as a secondary law. Florida is part of the minority (only five states) that do not consider this a primary offense.

This means that an official can only fine the driver that is texting if they have committed another infraction. For example, if they speed through a red light at an intersection while chatting or if an accident is created because one of the drivers was sending a text message.

"Just like many residents in Miami, I have seen countless drivers sending text message while driving. Last spring, while I was sitting in the passenger seat on MacArthur Causeway, I saw thousands of thumbs clicking through screens on smartphones in almost every car. I realized the nobody was doing anything to solve the problem' the young man from Palmetto Bay stated to Univision.

The situation that Merwitzer describes is reflected in the figures of the report, Dangerous by Design, from Smart Growth America, which points out that between 2005 and 2015, 5,142 people were killed in the streets of Florida.

As a result of his concern, Merwitzer began collecting signatures of firms who want to support his initiative through Change.Org and with them in hand, "has knocked on the doors of each state representative" so that his proposal is heard.

The online petition, which has collected 5,535 signatures as of today, sites facts from the National Institute of Health that state 3,300 young people die annually and some 400,000 people are injured in the United States because of texting and driving at the same time.

According to the young man, he has already made his initiative a legislative priority in Miami-Dade County, but his biggest obstacle has been getting support from the Florida House of Representatives. Without a representative to defend his proposal, it will not be voted on in the Senate.

If Merwitzer's proposal were to pass and become law, it would establish a \$30 fine for drivers who text while the car is on but not moving and one of \$60 dollars if the person is driving and sending messages at the same time.

"The whole initiative has been a learning process for me. I learned a lot about how our state government works and the best way to communicate with politicians. The most important thing is that persistence is key' says Mark.



Appendix G – Campaign Media Coverage (Easy 93.1)





Appendix G – Campaign Media Coverage (Miami Today)

WEEK OF THURSDAY, OCTOBER 26, 2017

TRANSPORTATION

MIAMI TODAY 13

## County helps fund garage in Homestead transit hub project

Miami-Dade commissioners unanimously waived eligibility rules for economic development funding in targeted urban areas and approved a \$1.5 million grant to the City of Homestead as part of the city's \$50 million multimodal transit center project.

The money will help fund a multi-story garage with a retail liner. The project also includes a family entertainment center and a transit hub along the South Dade Transitway, which is one of the six routes ticketed to be part of the county's SMART transit develop-

ment program. The mode of that transit hasn't been determined.

The total anticipated cost of the transit center project is \$50 million, up substantially from \$25 million anticipated last year. The public infrastructure portion now is projected at \$33.3 million, county Deputy Mayor Jack Osterholt wrote in a memo explaining changes.

Originally, he wrote, the city was requesting reimbursement for relocating power lines underground and installing a pump station, streetlights and ADA-compliant sidewalks and

crosswalks, as well as the upgrades to sewer and water lines. In last week's vote, he said, the city wanted reimbursement for buying the land being used for public infrastructure and for costs of constructing the garage.

The transit center, which is partially funded by a public-private partnership, is central to the city's ongoing multi-million-dollar grand-scale revitalization of its downtown.

The 250,000-square-foot mixed-use development is to include over 40,000 square feet for retail and dining, a 65,000-square-

foot family entertainment center with 10 movie screens and 14 lanes of bowling, the 1,000-space garage, the transit station and the city's new Homestead Trolley hub. The retail liner is to be a mix of dining and retail that will include both national brands and local businesses.

The project site along the South Dade Busway ties the city into the county transportation system. It will also serve as a hub for Homestead's free trolley service that runs two routes.

## Airport growing a bit to expand one lounge

A private passenger lounge at Miami International Airport that is at or near capacity nearly half the time won a county commission approval to expand by enclosing outdoor space and paying the county another half-million dollars every year for the privilege.

The American Express Centurion Lounge, on the fourth level of the roundabout next to gate D-12, now leases 8,541 square feet from the airport for \$1.1 million a year. By an 11-0 commission vote, the company won the right to connect an existing outdoor balcony to the building and enclose outdoor space adjacent to the balcony to add 4,000 square feet.

The lounge is so popular now that waiting lists to enter are often needed on Mondays, Thursdays, Friday and Saturdays, frustrating customers who complain of over-crowding, said

Deputy Mayor Jack Osterholt in a memo to commissioners supporting the approved lease.

The county commission on May 6, 2014, awarded a 10-year lease with two five-year extensions possible for the club. The site at that time was a vacant club of 6,500 square feet but was expanded to become the 8,541-square-foot Centurion Lounge.

American Express Travel Related Services Co. invested \$9 million for the original build-out, Mr. Osterholt wrote, and proposed to invest \$6.7 million additional to enclose the added space and furnish it. The lease that the county commission just approved gives the company credit on its lease costs of up to \$2 million for the shell and core work in enclosing the space.

The expansion of the site is ex-



The American Express Centurion Lounge at Miami International Airport is expanding 4,000 square feet.

pected to be completed by the end of 2018, a company release noted after the measure passed.

Cardmembers, the company said, can look forward to an added food buffet and beverage area, a wine bar, added restrooms, more lounge seat-

ing and two private telephonerooms. The club already offers complimentary spa therapies, a dedicated work area, members services desk, conference space, a family room and large flat-screen TVs.

Access to Centurion lounges is

complementary for holders of the company's Platinum Club and Centurion cards. In the US, the company has Centurion airport lounges in Seattle, San Francisco, Las Vegas, Dallas, Houston and New York in addition to Miami.

**NO text. NO call. NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix G – Campaign Media Coverage (South Florida News Service - SFNS)

11/6/2017
Distacted driving remains a problem in Florida despite laws – South Florida News Service

IN CASE YOU MISSED IT... Eating disorders and college students – a dangerous combination

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# SFNS

## South Florida News Service

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🏠 Home / News / Distracted driving remains a problem in Florida despite laws



Texting while operating a motor vehicle is a secondary offense in Florida, meaning police need to witness drivers committing other infractions, such as swerving and speeding, before pulling them over for distracted driving. (Photo illustration by Jesse Scheckner/SFNS)

### Distracted driving remains a problem in Florida despite laws

📁 In News, Public Safety 🕒 October 30, 2017

It's been four years since texting while driving in Florida was banned, but according to one study, the state is second-worst in the nation when it comes to phone use behind the wheel.

Florida ranks behind only Louisiana for distracted driving, according to the EverDrive Safe Driving Report, which gave Sunshine State motorists 37th place overall for driving skills.

According to state records, vehicular, pedestrian and bicycle fatalities on roadways increased more than 31 percent from 2013 to 2016.

**By Jesse Scheckner**

South Florida News Service

@SFNS\_News • Instagram • Facebook

"There are more tragic collisions taking place because, everywhere you look, someone's on their cellphone," said Ira H. Leesfield, a personal injury attorney based in Miami.

Leesfield, who has been in practice for more than 40 years, said he started noticing an uptick in distracted driving accidents seven years ago. He's since published numerous national articles calling for stricter legislation.

"I think the Florida legislature, like every other major state, needs to have laws that more strongly discourage cellphone use, but they just refuse," he said.

<http://sfns.online/distracted-driving-remains-a-problem-in-florida-despite-laws/>

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November 2017						
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## 2017 DISTRACTED DRIVING AWARENESS CAMPAIGN SUMMARY REPORT



11/6/2017

Distracted driving remains a problem in Florida despite laws – South Florida News Service

Approximately 660,000 Floridians use electronic devices while operating motor vehicles every day, according to the Florida Department of Transportation. Last year, that figure translated into almost 50,000 distracted driving-related crashes—an increase of 26 percent since 2013.

In 2013, Gov. Rick Scott signed a bill that prohibited driving while manually “texting, e-mailing, and instant messaging” character-based messages. Enacting the law was an uphill battle and an unlikely victory, but not one without concessions.

“We had nothing up until that point,” said Rep. Richard Stark (D-Weston). “Every year, the legislature tried to come up with something, only to see it fail. The bill passed that year because, at the time, Florida trailed behind the rest of the country in banning texting while driving.”

But the law, according to its critics, has a major problem: It made distracted driving a secondary offense, meaning police can’t pull drivers over for texting alone but must witness primary infractions like speeding, swerving or not wearing a seatbelt before being able to enforce the ban.

Under the law, motorists are also not required to provide law enforcement officials with their phones as evidence, and first-time infractions merit only a \$30 citation.

“It takes a lot of teeth out of the bill,” said Sen. Javier Rodriguez (D-Miami). “When you talk to law enforcement, they [say] they’re perfectly capable of enforcing a primary offense statute. And when you talk to safety professionals, it’s pretty clear what we need.”

Bills elevating distracted driving from a secondary to a primary offense have been introduced every year, but nothing has reached the governor’s desk. This year, four such attempts died in subcommittees before May 5.

This is partly because of opposition from several members of the state legislature who believe it infringes on privacy and freedom. Principle among them is Rep. Jose Oliva (R-Miami), who is set to become Speaker of the House in 2018.

Oliva said he was responsible for the amendment to the 2013 bill making it illegal for police to search mobile devices, saying it would cause friction between officers and citizens.

“Writing a law means that there is a clear problem and a clear solution,” he said. “I think here we have a problem that is fully embedded in the ambiguity of everything else your phone can do. If someone is putting on lipstick, reaching for change or dropped their cigarette and it’s burning them, those aren’t technological things. But they all cause the same problem.”

Another reason new legislation has yet to pass is due to objection from the Florida Conference of Black Legislators, whose members, according to Stark, have expressed concern that tougher texting laws may embolden racial profiling by law enforcement.

“Black people are being pulled over disproportionately, and I want to be an ally,” he said, adding he understands their concerns.

Stark said he is working on legislation which will require officers to denote the race of whomever they pull over and input the information into a database to be analyzed annually to detect trends of racial profiling.

While Oliva disagrees about the prevalence of racial profiling, he said stricter texting and driving legislation would lead to greater conflict in areas with strained police and community relations.

“By statistics alone, if certain animosities exist between a community and its law enforcement, whether law enforcement is acting properly or not, additional interactions mean additional conflicts, and I don’t see that as being beneficial,” he said.

Members of the Florida Conference of Black Legislators did not respond to requests for comment.

Overall, traffic fatalities in Florida have grown by 18 percent in the last two years. The increase for teenagers, however, was almost 30 percent.

“We’ve seen [every kind of accident], from the simplest to the most horrific,” said Miami-Dade Police Det. Argemis Colome. “Not all over them are caused by text messaging, but I’m sure there is a contributing number now.”

To combat this, the FDOT runs “Put it Down,” a seasonal campaign that sends representatives to schools in the fall to speak with students about the dangers of distracted driving. The program also uses social media and electronic signs on roadways to spread awareness.

“Every driver in South Florida is affected by distracted driving,” said Carlos Sarmiento, FDOT’s community traffic safety programs coordinator. “Our primary audience is our younger drivers, ages 16-24, but we’ve made sure the campaign messaging transcends the younger drivers and really reaches everyone.”

<http://sfnas.online/distracted-driving-remains-a-problem-in-florida-despite-laws/>

### BE SOCIAL..



### SOUTH FLORIDA NEWS SERVICE TWEETS

- Another episode of "Behind the Byline!" Find out the story behind a disability celebration! [@FIUCarta](https://t.co/C1bu1dLD9l) 2017/11/04
- Check out the latest episode of "Behind the Byline," where student reporters share the story behind the story <https://t.co/PjRH7ZMCGl> 2017/11/04
- College students are <https://t.co/ytXmLPtGyJ> particularly vulnerable to #anorexia. See what one @univmiami student has to say about it. 2017/11/02
- @spjfiu is having a membership drive in the common area of AC2! Come by and get a donut! Meeting tonight at 5:30 p... <https://t.co/U0hZWUyYr> 2017/11/01
- Frost Museum celebrates Halloween! <https://t.co/H89Ejvmxg6> 2017/11/01

2/3



11/6/2017

Distracted driving remains a problem in Florida despite laws – South Florida News Service

However, many believe proactive messaging and enforcement predicated on other offenses is insufficient. Jen Shavers, 35, said she was the victim of hit-and-run crashes in 2008 and 2011. On both occasions, the drivers had been using their smartphones.

"I definitely think it's the new norm," she said. "Maybe if they changed some of the legislation it would have at least some sort of positive impact. It might not change everybody's mind, but it could help."

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Local hotels tighten security after Las Vegas shooting

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#### MORE STORIES



Behind the Byline: Valeria Gómez

🕒 November 4, 2017



Behind the Byline: Adriana Finol

🕒 November 4, 2017



Eating disorders and college students – a dangerous combination

🕒 November 2, 2017

Appendix H – Other Campaign Coverage (Kiddos)

# BACK TO SCHOOL

This safety message is brought to you by School Board Member Perla Tabares-Hartman, District IV. In collaboration with Miami-Dade County Public Schools, Your Local Community Traffic Safety Teams and its partners.

**Be SMART. Be SAFE.**

**WALKING SAFELY:**

- Walking to school promotes health, saves gas, saves time, and reduces traffic congestion around schools.
- STOP at the curb/edge of pavement, and look LEFT-RIGHT-LEFT before crossing a street. Always use designated crosswalks and pedestrian signals with a crossing guard, when available. Do not cross in front of a vehicle unless you know for sure the driver clearly sees you, and has come to a complete stop.
- Be familiar with your surroundings, and NEVER accept rides from strangers!
- Always obey the directions of the Crossing Guard.

**BICYCLING SAFELY:**

- Get ready to ride by putting on a properly fitted helmet and doing a pre-ride ABC Quick check (air, brakes, chain and quick release) of the bike to make sure it is safe to ride. Be predictable! Follow the rules of the road at all times.
- Be visible! When cycling (or walking) in the daytime wear bright colors. During dawn, dusk and at night, use reflective gear (even on backpacks). Your bike should include front white headlights and rear red taillights in order to be more visible to drivers. Carry a flashlight.

**DRIVING SAFELY:**

- Obey all posted speed signs.
- When stopping, standing, or parking your vehicle, please use the designated areas only.
- Buckle Up - and Don't Text and Drive!

**RIDING BUSES SAFELY:**

**School Bus Safety Tips - for children:**

- When walking to a bus stop, use sidewalks if available. If there is no sidewalk, walk on the left facing traffic.
- Never speak to strangers at the bus stop or get into a stranger's car.
- Wait for the bus to arrive. Watch for the red flashing lights and the Stop arm to extend.
- When riding in a bus, always wear your seatbelt, obey the driver, and - when exiting the bus to cross the street - cross in front of the bus so the bus driver can see you. Do not dart into the next lane of traffic without checking!

**School Bus Safety Tips - for drivers:**

- Red flashing lights and an extended stop arm signal indicate the bus is stopped and that children are getting on or off. All cars must stop a safe distance away and not proceed until the red lights stop flashing.





Appendix H – Other Campaign Coverage (Kiddos)

Inez Barlatier and Americana folk music with Grammy Award-winning Okee Dokee Brothers

**POP-UP FUN ROOMS:** Jump like a monkey, Move to the beat of Caribbean drumming, Explore virtual reality and make a Carnival headpiece—it's all happening here:

**Tot Time Play and Learn (Ages 0-5)**  
Interactive story readings and performances specifically designed for birth to five-year-olds to foster a love of reading and learning through play. On-site children can play with instruments, create paper dolls and jump like a monkey or relax and play sponsored by the Early Learning Coalition.

**One World, Many Stories (Ages 4-12)**  
Journey to the Caribbean! Children can explore different cultures through story time and arts & crafts. Activities include creating a sea turtle, a Rastafarian bracelet, and more!

**Tinker, Make, Innovate! (Ages 4-12)**  
Build bridges out of Legos and "found" materials, explore digital worlds through Virtual Reality, and learn to build and battle robots! The Tinker, Make, Innovate!

**The Rhythm Factory (Ages 4-12)**  
Sing-a-long, move, and groove! Try out instruments from around the world—from Brazil to Africa and as far away as Australia - in the musical corner.

**The Paintbox (Ages 4-12)**  
Design, paint, build, draw and create art inspired by contemporary artists from around the world.

**Healthy Bodies, Happy Kids (Ages 4-12)**  
Let's get healthy and stay that way. Learn how to get rid of germs, especially in your mouth, on your teeth!

Tweens & Teens take over THE Lab at MDC, Building 1, 1st floor for two full days to hang out, to listen to, to ask questions from and to get their books signed by red-hot authors in fantasy, action, horror, and graphic novels. 📖



**Tickets:** \*12 & under: Free  
\*13-18 and seniors: \$5 • \*Adults: \$8

To find regular Miami Book Fair updates and more information visit [miamibookfair.com](http://miamibookfair.com)

## Don't text and fly.

Be safe this Halloween and watch for trick-or-treaters while you drive.





[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

it's just about kids | [kiddosmagazine.com](http://kiddosmagazine.com) 29



Appendix H – Other Campaign Coverage (*News Flash*)

News Flash : Wednesday, May 17, 2017

**District Six Recognizes Distracted Driving Awareness Month in April**



The District Six Transportation Systems Management and Operations (TSM&O) team recently recognized Distracted Driving Awareness month during the month of April.

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger and bystander safety. In 2015 alone, 3,477 people were killed and 391,000 were injured in motor vehicle crashes involving distracted drivers, according to the National Highway Traffic Safety Administration (NHTSA). It is estimated that 660,000 drivers use cell phones while driving during daylight hours.

FDOT District Six is committed to helping stop distracted driving on our roadways. In 2010, District Six launched a safety awareness campaign called "Put It Down" to help spread awareness about the



dangers of distracted driving. The campaign utilizes social media as well as established relationships with municipal and community partners to spread the message of safety. In 2014 and 2015 combined, more than 100 million people were reached through campaign outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources.

For more information on distracted driving and the Put It Down campaign, please visit [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown).



Appendix H – Other Campaign Coverage (Miami-Dade TPO)



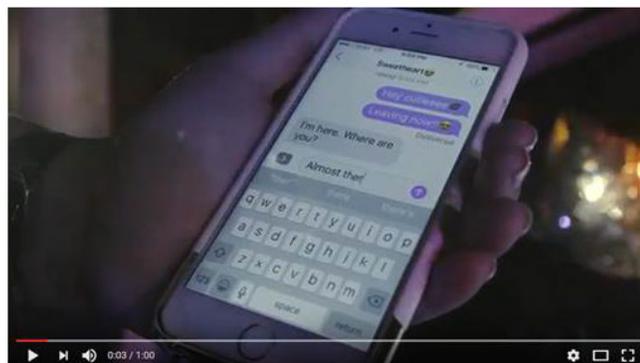
**Miami-Dade  
Transportation Planning Organization (TPO) &  
Transportation Partners’  
*Weekly e-Newsletter***

**Moving the  
Strategic Miami Area Rapid Transit  
“SMART” Plan Forward**

Miami-Dade TPO Transportation and Mobility Committee (TMC) Meeting  
August 16, 2017  
2:00 PM  
Stephen P. Clark Center  
111 NW First Street  
County Commission Chambers  
Miami, Florida 33128

**Put it Down!**

The Florida Department of Transportation (FDOT) District Six has launched its annual Put it Down! distracted driving awareness campaign. Watch the video [here](#)





Appendix H – Other Campaign Coverage (Miami-Dade County)



August 4, 2017



[Smart traffic signals are being installed to improve traffic flow](#)

Three hundred new signals will be installed along 10 corridors. The signals reprogram their timing to respond to traffic conditions.



[Attend a citizenship workshop](#)

Sign up to get free help with your citizenship application. The next citizenship workshop takes place Aug. 19, from 10 a.m. to 1 p.m. at the Main Library.



[Your text message can wait](#)

Texting while driving can take your eyes off the road long enough to drive the length of a football field at 55 miles per hour without looking. Learn more at local outreach events.

Appendix H – Other Campaign Coverage (Town of Cutler Bay)



*Our commitment to keeping you informed*

**News from the Town of Cutler Bay**  
For Immediate Release

Contact: Rafael G. Casals  
Town of Cutler Bay  
(305) 234-4262

**Cutler Bay High Students Learn  
Safe Driving Habits in time for Prom Night**

CUTLER BAY, FL May 18, 2017- On Tuesday, May 16, 2017 the Town’s Policing Unit in collaboration with the Miami-Dade Police Department, Miami-Dade Public School Police, students from the STAND (Students Together Against Negative Decision) Program came together to reinforce the importance of developing safe driving habits. As students from all over Miami-Dade County gear up for Prom Night and Graduation Ceremonies, officers took time to remind them to celebrate responsibly. The Senior Class of Cutler Bay High engaged in an interactive presentation about the dangers of driving while under the influence of the four (4) D’s (drinking, drugging, distracted, drowsy). They also received tips on how to conduct themselves during a traffic stop.



“The CDC reports that each year more than 4,300 underage youth die from excessive drinking each year. We are entering a season where our children are excited about reaching this major milestone and are becoming young adults” stated Major Leonard Ricelli. “We are encouraging the students to join us as safety officers. Don’t drive under the influence, and don’t allow your friends to drive under the influence as well.”

Following the presentation, the youth joined the Police Department and students from STAND outside as they reenacted a traffic stop. Students were then able to browse the department’s “Safe Driving Educational Trailer” and learn about the evolution of police equipment used during sobriety testing and the negative effects of drinking or drugs on the body.



*Press Release: Cutler Bay High Students Learn Safe Driving | Page 2 of 2  
Habits in Time for Prom Night*

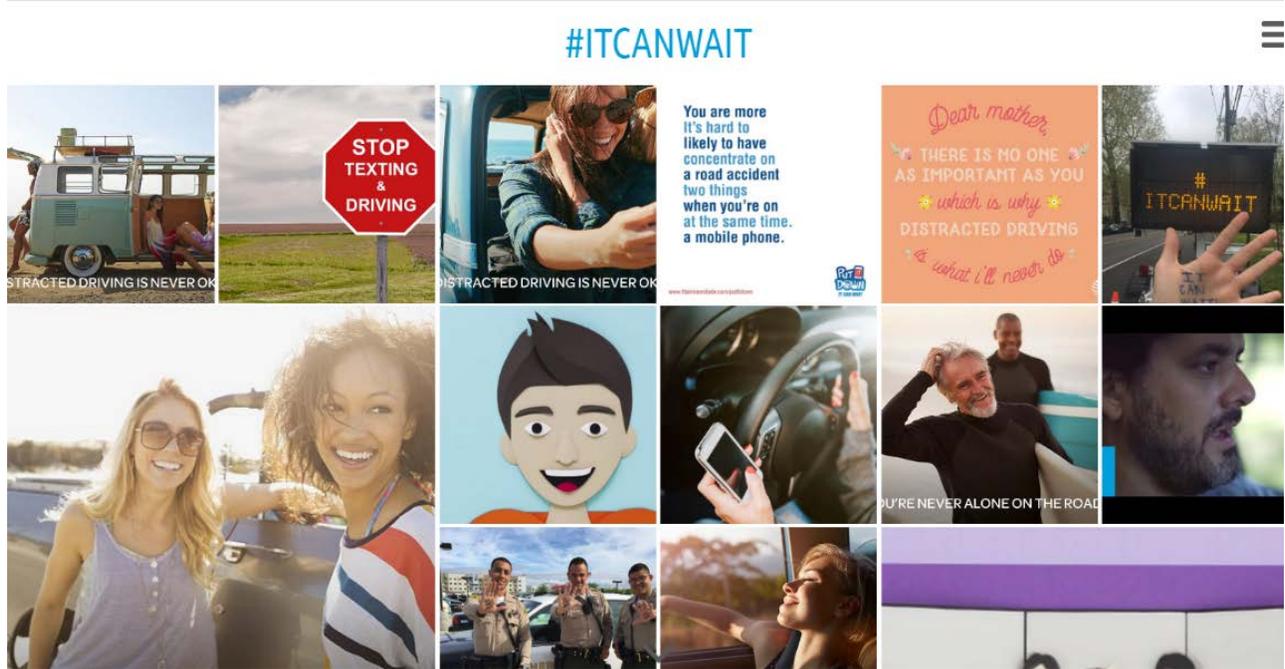
“Keeping our youth safe on the road is a high priority for the Town. This is the third year in a row that we have collaborated with Cutler Bay Senior High to teach safe driving habits to their students. The addition of the demonstration and educational trailer really helped to drive our message home” stated Town Manager Rafael G. Casals.

For additional information regarding this event or other upcoming special events please visit the Town’s website at [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov) or contact Town Hall at (305) 234-4262.

###



Appendix H – Other Campaign Coverage (AT&T website)



2017 DISTRACTED DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT



Appendix H – Other Campaign Coverage (AAA/Traffic Safety Foundation Facebook)





Appendix H – Other Campaign Coverage (FDOT District Six Facebook)

FDOT South - Miami Area  
October 9, 2017 · 🌐  
[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**You are more likely to have a crash when you're on a mobile phone.**  
It's hard to concentrate on two things at the same time.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

FDOT South - Miami Area  
October 2, 2017 · 🌐  
[fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

**TAKE THE PLEDGE**



Take the pledge to end distracted driving and help save lives by sharing this picture with the hashtag:

**#PutitDown**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

2017 DISTRACTED DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT



Appendix H – Other Campaign Coverage (Miami-Dade County Public Schools Facebook)

The screenshot shows the Facebook profile of Miami-Dade County Public Schools. The profile picture is a circular logo with the text "MIAMI-DADE COUNTY PUBLIC SCHOOLS" and "giving our students the world". The page name is "Miami-Dade County Public Schools" with the handle "@miamischools".

The main post is from October 14 and reads: "Be alert, don't speed, and don't text & drive! From Oct.16-22 help us save lives by creating awareness about National #TeenDriverSafetyWeek." The post includes a photo of a young man driving a car with a woman in the passenger seat. The post has 6 likes and 1 share.

Below the main post is another post from October 14: "Join us #OnTheMarch, the first Miami-Dade County Public Schools Marching Band..."

The right sidebar contains contact information: "1450 NE 2nd Ave, Miami, Florida", phone "(305) 995-1000", and website "www.dadeschools.net/". It also features social media app links for Twitter, Instagram, and YouTube, and a section for users who liked the page, including "Marta Perez - School B..." and "North Miami Middle So..."



Appendix H – Other Campaign Coverage (City of Miami Springs Facebook)



City of Miami Springs - Government

October 27, 2017 · 🌐

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# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign [about video 17.4](#)

## Don't text and fly.

Be safe this Halloween and watch for  
trick-or-treaters while you drive.

### MOTORISTS

- Slow down in residential neighborhoods
- Obey all traffic signs and signals
- Drive at least 5 mph below the posted speed limit to give yourself extra time to react to children who may dart into the street
- Watch for children walking on roadways, medians and curbs
- Children may not be paying attention to traffic and cross the street mid-block or between parked cars
- Carefully enter and exit driveways and alleys
- Turn on your headlights to make yourself more visible – even in the daylight
- Be sure to keep an eye out for children by looking left and right into yards and front porches



### TRICK-OR-TREATERS

- Trick-or-treat in a group
- Be bright at night – wear retro-reflective tape on costumes and treat buckets to improve visibility to motorists and others
- Wear disguises that don't obstruct vision, and avoid facemasks (use face paint instead)
- Carry a flashlight containing fresh batteries, and place it facedown in the treat bucket to free up one hand - never shine it into the eyes of oncoming drivers
- Stay on sidewalks and avoid walking in streets if possible
- If there are no sidewalks, walk on the left side of the road facing traffic
- Look both ways and listen for traffic before crossing the street
- Cross streets only at the corner, and never cross between parked vehicles or mid-block

For more information about the Put it Down Campaign,  
please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)



Appendix H – Other Campaign Coverage (Ford Driving Skills for Life Facebook)

 **Ford Driving Skills for Life** ...  
October 31, 2017 · 🌐

Excited trick-or-treaters often forget about safety. Drivers must be even more alert on Halloween. Let's get all drivers and pedestrians home safely tonight!  
#IArrivedSafe



**Don't text and fly.**

Be safe this Halloween and watch for trick-or-treaters while you drive.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)





Appendix H – Other Campaign Coverage (Key West Police Department Facebook)

**Key West Police Department**  
Published by Alyson Crean [?] · November 17 at 4:32pm · ✨

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**#PutitDown**

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**Key West Police Department**  
Published by Alyson Crean [?] · 18 hrs · ✨

End distracted driving and save lives!



**Key West Police Department**  
Published by Alyson Crean [?] · November 2 at 4:41pm · ✨

**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**Key West Police Department**  
Published by Alyson Crean [?] · 22 hrs · ✨

End distracted driving now.



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix H – Other Campaign Coverage (Miami-Dade Police Twitter)

**Miami-Dade Police** @MiamiDadePD  
Remember, NO text is worth losing a life over. Please don't text and drive. #PutItDown #JustDrive



4:01 AM - 4 Oct 2017

**Miami-Dade Police** @MiamiDadePD  
NO text is worth losing a life over. #PutItDown #JustDrive

On any given day in the U.S.,  
**660,000**  
is the estimated number of drivers  
using electronic devices while  
driving during daylight hours

Information from [distraction.gov](http://distraction.gov)  
For more information visit,  
[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix H – Other Campaign Coverage (Gloria Estefan Twitter)

825 Following    548K Followers

Tweets    Tweets & replies    Media    Likes

 **Gloria Estefan**  @GloriaEstefan · 48m 

I think we're all guilty of this at some time...let's be more responsible & "Put It Down"!

**Carlos Sarmiento** @palmtreepics  
@EmilioEstefanJr @GloriaEstefan  
please support FDOT's Put it Down  
distracted driving campaign.  
Thnx!

[youtube.com/watch?v=NHKVf2...](https://youtube.com/watch?v=NHKVf2...)



3    12    27    